

STANCES ENDORSING JOKOWI IN THE JAKARTA POST'S EDITORIALS

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ABSTRACT

Societies are often shaped by the media as they consume it every day. However, it is inevitable that media will take a stance in their coverage. As one of the media, newspapers also give contribution in shaping social construction. In the light of that issue, it is deemed important to know where a newspaper takes its stance. In order to know the newspaper's stance, editorial section is used since it represents the voice of the newspaper. The editorial articles were taken from *The Jakarta Post*'s online articles. The newspaper, although is a trustworthy one, has a tendency on giving supporting stance toward Joko Widodo (a.k.a Jokowi). The articles were selected from July 2014 when Jokowi run for the presidential election until January 2016. Aiming to find how *The Jakarta Post*'s editorial portrays it supporting stance toward Joko Widodo, his working cabinet, and *Nawa Cita*, I used appraisal theory (Martin & White, 2005). Sentences in the editorials that indicate support to Jokowi were analyzed and classified using qualitative data analysis by considering the linguistic choice of affect, judgment, and appreciation. The findings of this study overall suggested that the editorials were so much in favor of using judgment in the articles.

Key words: media discourse, editorials, stance, attitude, Joko Widodo

